



DAILY SATELLITE



SPECIAL EDITION

GENERAL ELECTRIC COMPANY

SEPTEMBER 14, 1966

Seminars Set For Leaders In Education

Some 500 educators and school administrators from throughout the Free World will study advanced education techniques Thursday and Friday at the Aerospace Education Foundation's seminar on Educational Technology.

The seminar, attracting educators from about 70 countries, is scheduled to be held in conjunction with the Air Force Association's Fall Meeting.

The Aerospace Education Foundation, an affiliate of the Air Force Association, was formed in 1956 to serve as a liaison group between the nation's educators and the aerospace community. The current technological revolution which is taking place as a result of the national space effort is making unprecedented demands on the educational system, and it is the role of the Foundation to afford educators and aerospace leaders an opportunity to discuss mutual problems.

"Experts in education innovation from government, industry and the academic world will explore the current status and project the potential of educational technology to meet the needs of the nation's school system," said James H. Straubel, Executive Director of the Foundation.

The meeting is designed to help educators separate fact from wishful thinking, to appraise the state of the art, and examine the equipment involved. The group is also expected to touch on the changing role of the teacher and the achievement of more personalized instruction in computerized classrooms.

They also will be briefed on Defense Department techniques which will be applied to salvage military rejectees.

In addition," Straubel said, "the seminar will analyze the experience of the Air Force, which has pioneered educational innovation within the military establishment. We will hear and see how the Air Force has trained many thousands of men in dozens of career fields through programmed instruction and teaching equipment. Some of this equipment will be demonstrated."

The first session of the seminar on Thursday morning will be devoted to the role of education technology in meeting such challenges as the student population explosion, teacher shortages and the need for more personalized instruction in the nation's school systems.

Richard Shetler, President of General Learning Corporation, the new joint venture of General Electric and Time-Life, Inc., and Dr. R. Louis Bright, Associate Commissioner for Research, U.S. Office of Education, will make the major presentations Thursday morning.

Vice President Humphrey To Open Briefings Today

Vice President Hubert H. Humphrey today will open the Air Force Association's Aerospace Development Briefings by getting an advance look at significant advances in U.S. aerospace technology.

The Vice President, accompanied by other members of the National Aeronautics and Space Council, is scheduled to receive six briefings in the Sheraton-Park Exhibition Hall beginning at 9:30 a.m. AFA president Jess Larson and AFA chairman of the board George D. Hardy were to escort Humphrey and his group.

Scheduled to accompany the Vice President were Secretary of the Air Force Harold Brown, representing the Secretary of Defense; Dr. Glenn T. Seaborg, chairman of the Atomic Energy Commission; Dr. Robert C. Seamans, deputy administrator of the National Aeronautics and Space Administration, representing NASA administrator James Webb; Dr. Edward C. Welsh, executive secretary of the National Aeronautics and Space Council; General J. P. McConnell, USAF Chief of Staff; and Gen. William F. McKee, USAF (Retired), administrator of the Federal Aviation Agency.

The dignitaries were to be the first of several thousand government and military leaders to be briefed on the latest developments in aerospace technology by 45 firms engaged in U.S. aviation and space programs.

Vice President Humphrey and his

Major Theme Is Education —Straubel

The basic objective of the AFA's Fall Meeting, in the words of James H. Straubel, AFA executive director, is "to provide a meeting place for leaders from the three major elements of society—advanced technology industry, educators, and government—who are the only ones capable of advancing our educational system to handle our growing requirements."

The three-day event is unique in that industry people, government people and educators can sit down together and be brought up to date on advanced educational techniques "from new textbooks to the computerized classroom," Straubel said.

"I know of no other meeting capable of bringing these people together so they know one another better, learn to speak each other's language, and find out what makes the other tick," he added.

"Our hope is to make the teacher more sophisticated and to build up his sales resistance so he will know the

party were to receive six briefings, five of them on space development.

General Electric Company's Missile and Space Division was to brief the group on systems designed to rescue astronauts stranded in space. GE was to describe space rescue systems called the Emergency Cocoon and Manned Orbital Operations Safety Equipment.

LTV Astronautics Division was to brief the visitors on advanced extravehicular activities. The Air Force Astronaut Maneuvering Unit (AMU) scheduled to be flown on Gemini 12 was to be shown and demonstrated to the group.

TRW Systems was to explain a solar flare early warning system utilizing interplanetary spacecraft to provide data. TRW points out that magnetic storms associated with solar flares can cause worldwide communication blackouts.

Martin Company was slated as another stop for a briefing on maneuvering re-entry spacecraft programs, including a display of mockups of the SV-5 PRIME and PILOT vehicles.

The Pratt & Whitney Aircraft Division of United Aircraft was to describe its fuel cell power plants scheduled for use aboard Apollo spacecraft.

Educational Research Associates planned to let Humphrey, a former schoolteacher, operate an advanced teaching machine—one of a family of devices being developed in the growing field of education technology.

AFA Second Fall Meeting Opens Today

The Air Force Association's second annual Fall Meeting, the largest aerospace gathering of the year for Washington, D.C., today opens its three-day run at the Sheraton-Park Hotel.

Highlights of the AFA event include a series of Aerospace Development Briefings for military and government leaders, the International Aerospace Education Symposium and the annual Air Force Anniversary banquet.

Vice President Hubert H. Humphrey and other members of the National Aeronautics and Space Council were to open the AFA Aerospace Development Briefings at 9:30 this morning in the Exhibition Hall.

A series of 52 briefings, which were initiated by the AFA in 1964, will be presented by 45 aerospace firms during the meeting.

The briefings are expected to be attended by more than 3,000 military and civilian executives of federal agencies in the Washington area and other meeting guests. The purpose of the briefings is to acquaint federal government personnel with new developments in hardware and technology which may be applied to existing and future aerospace programs.

Top industry scientists and engineers will present the briefings to 20-member groups, repeating the process four times each morning and four times each afternoon during the three-day meeting. Attending the briefings

(Continued on Page 2)



USING A LASER beam symbolic of the advanced technology on display, Vice President Hubert Humphrey will cut the ribbon opening the Fall Meeting of the Air Force Association this morning at 9:30 in Exhibition Hall # 2. He will then tour the displays and attend several briefings.

PROGRAM AFA 1966 Fall Meeting

Wednesday, September 14

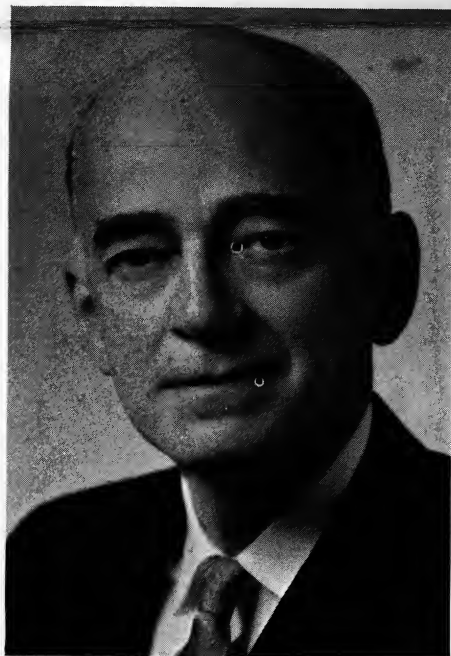
9:00 AM-4:00 PM—Aerospace exhibits open (Sheraton-Park Exhibit Hall)
9:30 AM-12:00 N—Aerospace Development Briefing Tours
12:00 N -1:30 PM—Buffet luncheon for Briefing participants (Park Room)
1:30 PM-4:00 PM—Aerospace Development Briefing Tours
2:00 PM-5:00 PM—Aerospace Education Foundation Trustees' Meeting (Continental Room)
4:30 PM-5:30 PM—Reception for Briefing Participants (Park Room)
6:00 PM-7:30 PM—Aerospace Education Reception (Regency Ballroom—Shoreham Hotel)

Thursday, September 15

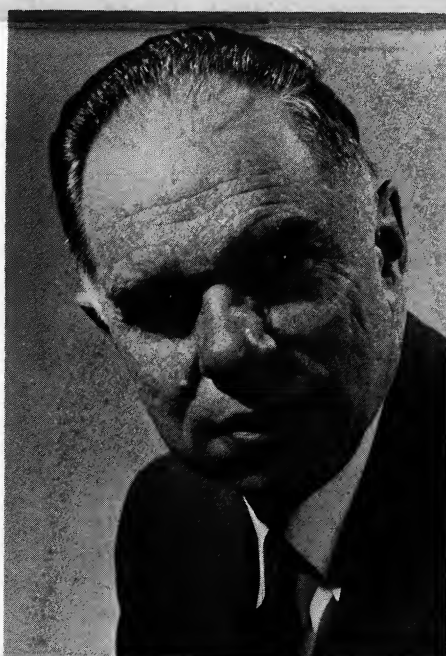
9:00 AM-11:30 AM—Aerospace Educational Technology Seminar (Palladium Room—Shoreham)
9:30 AM-12:00 N—Aerospace Development Briefing Tours
9:30 AM-4:00 PM—Aerospace exhibits open
12:00 N -1:30 PM—Buffet luncheon for Briefing participants (Park Room)
12:00 N -2:00 PM—Aerospace Education Luncheon (Regency Ballroom—Shoreham)
1:30 PM-4:00 PM—Aerospace Development Briefing Tours
2:00 PM-5:00 PM—AFA Board of Directors Meeting (Continental Room)
4:30 PM-5:30 PM—Reception for Briefing participants (Park Room)

Friday, September 16

9:00 AM-11:30 AM—Aerospace Educational Technology Seminar (Palladium Room—Shoreham)
9:30 AM-4:00 PM—Aerospace exhibits open
9:30 AM-12:00 N—Aerospace Development Briefing Tours
11:30 AM-2:00 PM—Chief Executive's Reception and Luncheon (Regency Ballroom—Shoreham. By invitation only.)
12:00 N -1:30 PM—Buffet luncheon for Briefing participants (Park Room)
1:30 PM-4:00 PM—Aerospace Development Briefing Tours
4:30 PM-5:30 PM—Reception for Briefing participants (Virginia and Maryland Suites)
6:00 PM-7:30 PM—Air Force Anniversary Reception for the Honorable Harold Brown, Secretary of the Air Force, and General John P. McConnell, USAF Chief of Staff (Cotillion Room and Terrace)
7:30 PM-10:00 PM—Air Force Anniversary Banquet (Sheraton-Park Ballroom. Black tie.)



Dr. Edward Welsh



Dr. Glenn T. Seaborg

DAILY SATELLITE

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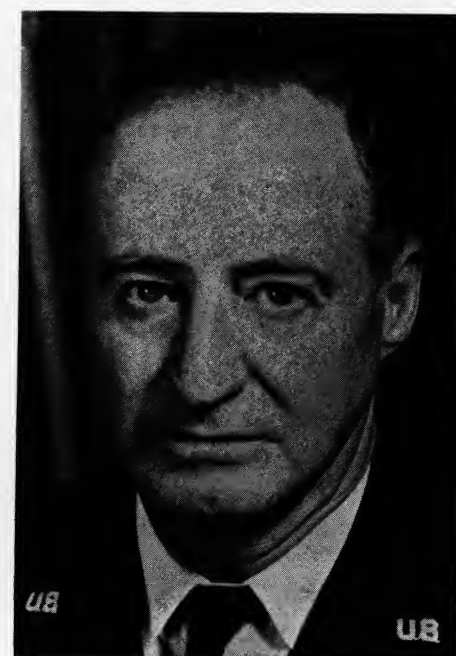
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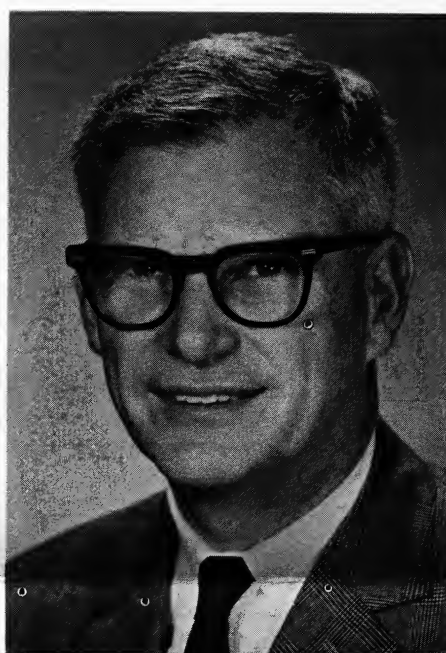
U.S. Space Council Dignitaries Accompany HHH To Meeting



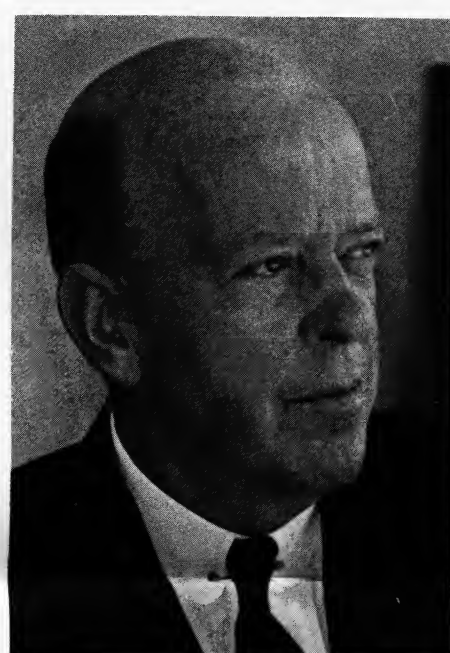
Dr. Harold Brown



Gen. J. P. McConnell



Dr. Robert Seamans Jr.



William F. McKee

AFA OPENS . . .

will be representatives of the Defense Department, National Aeronautics and Space Administration, Federal Aviation Agency, National War College, Air War College, Air Force Systems Command, U.S. Naval Academy, members of Congress and committee staffs, foreign military attaches and educators attending the Aerospace Education Symposium.

Persons attending the morning briefings will be guests of the AFA at noon luncheons, and those attending the afternoon briefings will be AFA guests at receptions held after the tours.

Most of the aerospace companies participating in the briefings also have displays in the exhibit hall.

Some 500 leading educators and school administrators from the United States and 70 foreign countries will attend the Aerospace Education Foundation's Seminar on Educational Technology held Thursday and Friday at the Shoreham Hotel.

Foreign educators are attending as part of a U.S. tour arranged jointly by the State Department and the U.S. Office of Education. In addition to attending the briefings, they will take part in two half-day seminars on the latest techniques for improving scientific literacy. The sessions will be conducted under the auspices of the Aerospace Education Foundation, which is an AFA affiliate organization.

James McCormack, chairman and chief executive officer of the Communications Satellite Corporation, will be

the main speaker at a seminar luncheon Thursday.

Sen. A. S. Mike Monroney, D-Okla., will address a Chief Executive's luncheon on Friday.

Secretary of the Air Force Harold Brown and USAF Chief of Staff General John P. McConnell will attend the Air Force Anniversary Banquet on Friday night, held to salute the 19th anniversary of the U.S. Air Force as a separate service.

General Paul D. Adams, Commander in Chief of the U.S. Strike Command, will be the banquet speaker.

More than 2,000 persons are expected to attend the black tie event, which will be held in the combined Sheraton and Park Ballrooms. It will be preceded by a reception for Secretary Brown and General McConnell in the Sheraton-Park Cotillion Room.

The Fall Meeting is one of the AFA's two major annual events. The AFA national convention is rotated among major cities across the country each spring, and the fall meeting is held in Washington each September.

AFA's next national convention will be held in San Francisco March 14-17, 1967.

Press Room

The AFA Fall Meeting press room is located in the Delaware Suite of the Sheraton-Park Hotel. Newsmen covering the meeting may pick up their credentials at the press room any time after 8 a.m. today.

Education . . .

Panelists will be Dr. Richard H. Bolt, Chairman of the Board of Bolt, Beranek & Newman, Inc., of Cambridge, Mass.; Dr. Robert Glaser, Professor of Psychology and Education at the University of Pittsburgh and Director of the University's Learning Research and Development Center; Dr. Calvin E. Gross, Dean of the School of Education, University of Missouri, and Dr. Norman D. Kurland, of the Center on Innovation in Education for the New York State Education Department. Dr. Lindley J. Stiles, Professor of Education for Disciplinary Studies at Northwestern University, will be moderator.

The luncheon session Thursday will feature an address by James McCormack on "Global Education Through Communications Satellites." He is Chairman and Chief Executive Officer of the Communications Satellite Corporation and a former Vice President of MIT.

Air Force Association President B. Frank Brown, Superintendent of Schools in Melbourne, Fla., will be toastmaster at the noon session.

The Friday morning seminar will feature the Air Force story in educational technology, with its applications to the new program for military rejectees. The session also will study the Air Force's experience in developing educational technology—from early research, dating back to 1947, through the exploratory development in recent years in several major areas of training.

Deputy Under Secretary of the Air Force for Manpower, Dr. Eugene T. Ferraro, and Maj. Gen. Leo F. Dusard, Jr., Director of Personnel, Training and Education, USAF Headquarters, will make the feature presentations.

Friday's session will feature a multimedia sound slide movie on educational technology.

Col. Gabriel D. Ofiesh, one of the early researchers in the field of educational technology development, will be the moderator.

Panelists will include Col. A. B. Sheaffer, Technical Training Division, Directorate of Personnel Training and Education, USAF Headquarters; Col. Leo B. Fradenburg, Assistant Deputy Chief of Staff for Education, Air University; Lt. Col. Jesse Moorehead, Chief, Instructional Systems Division, Air Training Command Headquarters; Maj. Howard B. Hitchens, Jr., Associate Professor of Instructional Communications, Air Force Academy; and Mr. Dan Smith, Educational Officer, Directorate of Aerospace Safety, Office of the Inspector General, USAF.

Dr. Walter J. Jesse, Chairman of the Board of the Aerospace Education Foundation, will preside at both seminar sessions.

Any Requests?

If you would like any of the photographs which appear in the DAILY SATELLITE, or more copies of the newspaper itself, please contact any member of the General Electric Company public relations staff.

Requests for photographs or newspapers also may be made at the DAILY SATELLITE office in the Press Room or mailed to the General Electric News Bureau, One River Road, Schenectady, N.Y., 12305.



PLUGGED INTO ACTIVITIES of the Fall Meeting via telecommunications equipment in the AFA Sheraton-Park command post are Gus Duda and his Gal Friday, Faith Harrison.



LAST MINUTE DETAILS for the exhibit area were coordinated by AFA officials using walkie-talkies. Bill Belanger (left), Director of Marketing for AFA, looks on as Exhibit Manager Ralph Whitener (right) and his assistant, John Marshall, discuss the expected flow of traffic through the exhibit hall.



AFA STAFF MEMBERS breeze through a hectic Tuesday before the Fall Meeting at the Association's Operations Room in the Sheraton-Park Hotel. Kimono-clad Sharon Knight (foreground) keeps one step ahead by giving registrants an idea of what to expect at the AFA annual convention in San Francisco next March. Almost too busy to notice are (l. to r.) Pauline Bridgeman-Toomey, Rhonnie Norris, and Marcella Warner.



THAT'S NOT THE FRUG that the AFA's Judy O'Neil is trying out, she's just trying to wade through the paper jungle left behind by crews uncrating exhibits. Nearly 60 exhibitors from all parts of the country are displaying their latest hardware for an expected 3,000 AFA visitors.

On the Scene...

Getting the 1966 Development Briefings officially underway Tuesday as the first registrant was Sister Mary Aquinas, the "Flying Nun" from Green Bay, Wis., and a long-time member of AFA . . . also among the early birds surveying the scene were the AFA's man in London, Dick Ewin, and Standard Manufacturing's Charlie Garner, all the way from Dallas . . . the ever-present John deVisser and Frank DiPietro of Martin Company were among the troops hard at work getting displays in viewable order . . . nearby were Boeing's Al Beck and Lockheed's Bill Baker getting their exhibits and presentations down pat, anyone for SST?) . . .

First press representative digging for a story was the Washington POST's new Pentagon correspondent, George Wilson . . . scouting the early scene, with eyes open for others from the press, were industry public relations men Ken Brigham of Sperry, Eric Falk of GE's Flight Propulsion Division and John Williams of General Dynamics . . .

As ever, AFA lovely ladies were providing registration and office support in the pre-meeting hours, including Dottie Flanagan, Rhonnie Norris, Pauline Bridgeman-Toomey and Faith Harrison . . .

Major Arnold Gabriel, commander and conductor of the Air Force Band, and Warrant Officer Bob Dunn, the band's operations officer, laid out their plans for the band and the Singing Sergeants' appearances Friday night with Gus Duda, newly-titled AFA Program Director . . .

Watch the guys with the walkie-talkies because they're probably too busy to get out of your way, or so said Ralph Whitener and Bill Belanger, the wired-for-sound exhibit honchos . . . as they briefed such as Larry Webster of Aero Commander and Jim Rowe and Jim Sutton of Space-General concerning how to solve display problems . . .



THE FIRST EXHIBIT visitors to the AFA Fall Meeting will see is this nozzle and aft closure of a 120-inch diameter solid propellant rocket motor produced by United Technology Center. Al Dellamano gives loving care to this 7-ton piece of hardware—one of two used in the booster stage of the Titan III-C rocket.



WADING INTO WIRING of an engineering mockup of the Martin Company's SV-5 lifting body Tuesday were Frank DiPietro and John de Visser. A full-scale model of the SV-5P is shown in the background.



RECLINING "BAT CHAIRS" at the Boeing exhibit are shown being given a final test by Dick Weinberg Tuesday in preparation for the opening of the AFA Fall Meeting. Hopefully, visitors to the exhibit will be less apprehensive about the recliners than Dick—and be spared the kibitzing of Bud Grice and Jim McGavick.



A PHOTO MURAL of the interior of a Lockheed C-5A was installed Tuesday by a crew working high on ladders and a lift truck, and you'd have a hard time convincing them their job was easier than building the real thing.

STRAUBEL . . .

best teaching equipment when it comes along," Straubel said.

The three-fold problem of the information/technology explosion, the population explosion and the teacher shortage make the orderly development of educational technology a matter of vital concern to our society and to the military, which continues to require more sophisticated equipment, he said.

He cited the recent formation of General Learning Corp. by General Electric Company and Time, Inc. as the best example of new approaches to the education industry—computer hardware combining with educational software.

"The role of our Aerospace Education Foundation is that of a catalyst, bringing these people together to develop new ways of teaching," Straubel said.

Referring to this year's exhibits, Straubel said "we have more technology under one roof than ever before."

"Industry is being more selective in showing and explaining new aerospace equipment. For three days, many people will get a chance to see all the varieties of development that are outside their own specialized areas," Straubel said.

NOSTALGIA QUIZ

Remember those golden days of radio? The DAILY SATELLITE is offering small prizes to those of you who remember them as well as most people think they do. Just complete the quiz, sign it and drop the form in the box at the registration desk.

What were the names of these?

- 1. The Shadow
- 2. The Shadow's girl friend
- 3. Fibber McGee's telephone operator
- 4. Jack Armstrong's school
- 5. Bob Hope's band leader
- 6. Tonto's horse
- 7. One Man's Family
- 8. The Friendly Undertaker
- 9. Gildersleeve's pharmacist
- 10. Inner Sanctum's host
- 11. Mr. Keene's assistant
- 12. Steve Wilson's newspaper
- 13. Amateur Hour's host
- 14. The Hollywood Reporter
- 15. Vic and Sade's garbage man
- 16. The Goldberg's daughter
- 17. The Irishman in Allen's Alley
- 18. Our Gal Sunday's husband
- 19. Amos and Andy's lawyer
- 20. Lum and Abner's store
- 21. Mrs. Nussbaum's husband
- 22. The Thin Man's dog
- 23. The "Man With the Action-Packed Expense Account"
- 24. Actor who played the Lone Ranger

NAME

TITLE

ORGANIZATION

ADDRESS